

A9095-2

MONTHLY MARKET TREND REPORTS

TOY MANUFACTURERS OF AMERICA, INC.

SHIPMENTS AND ORDERS RECEIVED

(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF NOVEMBER 1990

37 MANUFACTURERS

COMPOSITE RESULTS		
MILLIONS OF \$	CHANGE FROM PRIOR YEAR (+/-)	
	\$	%

YOUR COMPANY		
MILLIONS OF \$	CHANGE FROM PRIOR YEAR (+/-)	
	\$	%

SHIPMENTS

MONTH				
	1990	460.8	+34.4	+8.1
	1989	426.4	+31.1	+7.9
	1988	395.3		
CUMULATIVE YTD				
	1990	3975.4	-18.5	-0.5
	1989	3993.9	+321.0	+8.7
	1988	3672.9		

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED

CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH				
	1990	143.8	+153.6	+++
	1989	-9.8	-123.7	---
	1988	113.9		
CUMULATIVE YTD				
	1990	3922.9	+162.2	+4.3
	1989	3760.7	+219.0	+6.2
	1988	3541.7		

Note: + Signifies increase over prior year, - signifies a decrease.

Compiled by:

The NPD Group

**MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.**

(37 MANUFACTURER BASE)

DOLLAR TREND BY MONTH NOVEMBER 1990 (MILLIONS)

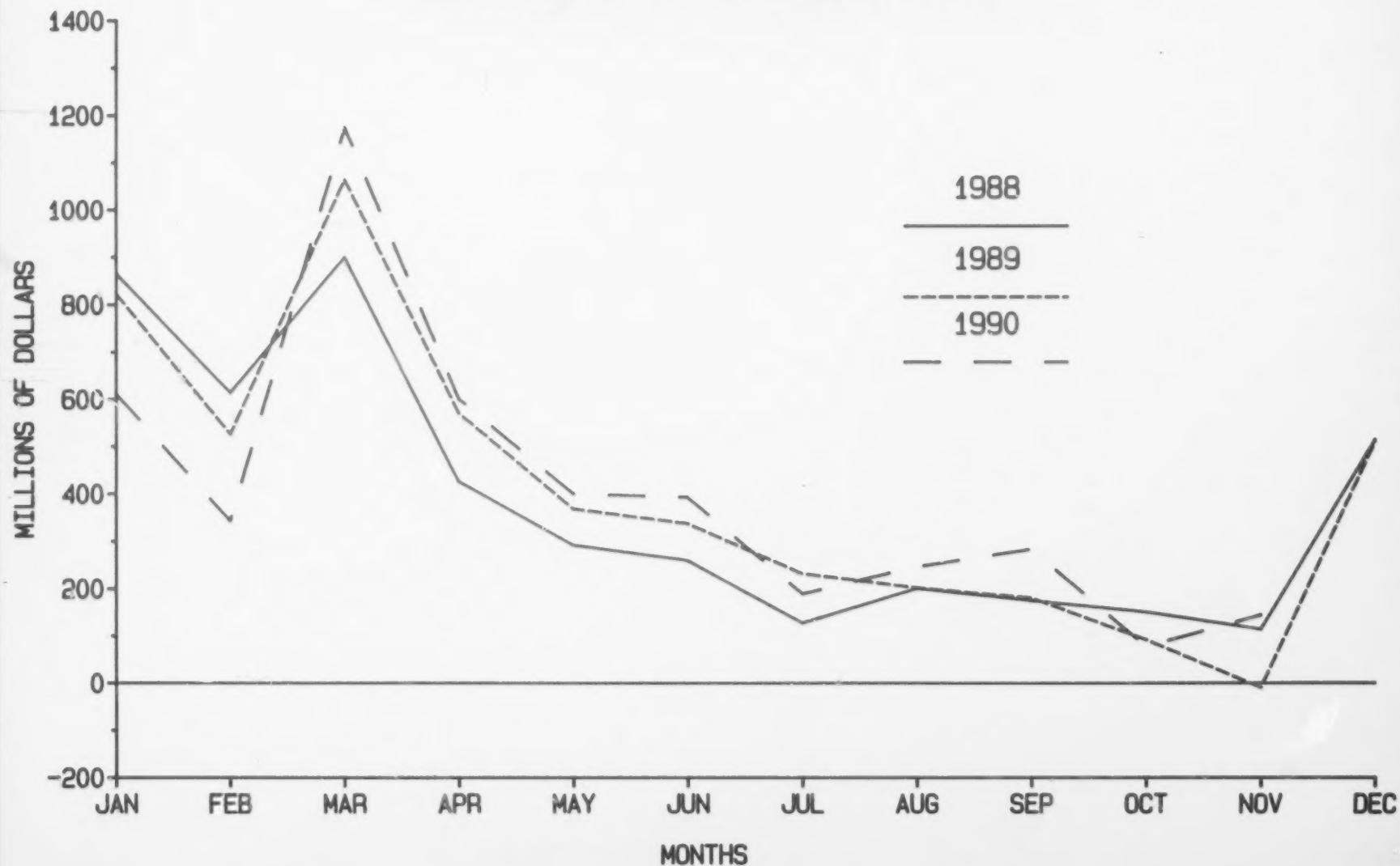
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	11 MO. AVG.
SHIPMENTS													
1990 MONTHLY	205.3	278.0	364.7	219.7	275.9	393.0	229.5	434.9	599.5	514.2	460.8		361.4
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8	426.4	236.0	363.1
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	333.9
1990 CUMULATIVE YTD	205.3	483.3	848.0	1067.7	1343.6	1736.5	1966.0	2400.9	3000.4	3514.6	3975.5		
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6	3993.9	4229.9	
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1990 MONTHLY	612.2	342.5	1174.2	601.3	400.2	392.8	189.2	246.1	283.1	77.3	143.8		405.7
1989 MONTHLY	822.7	526.4	1064.6	574.1	368.7	337.3	231.4	201.9	180.4	91.7	-9.8	510.0	398.8
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	375.0
**1990 CUMULATIVE YTD	599.7	925.7	2081.7	2668.2	3034.3	3396.7	3525.2	3696.6	3920.9	3879.0	3922.9		
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5	3760.7	4168.3	
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926.0	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1990 MONTHLY	12.5	16.5	18.2	14.8	34.1	30.4	60.7	74.7	58.8	119.2	99.9		49.1
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0	97.8	102.4	57.7
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	53.0
ORDERS ON HAND (AT END OF MONTH)													
1990 MONTHLY	936.4	981.1	1772.1	2139.5	2229.8	2199.1	2099.3	1837.2	1462.0	905.9	487.6		1550.0
1989 MONTHLY	1198.6	1411.0	2095.9	2385.8	2373.5	2265.6	2173.7	1842.3	1395.0	903.3	369.3	540.4	1674.0
1988 MONTHLY	1143.3	1406.8	1932.9	2080.5	2045.9	1925.4	1760.3	1522.9	1122.8	745.8	377.3	598.8	1460.4

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)

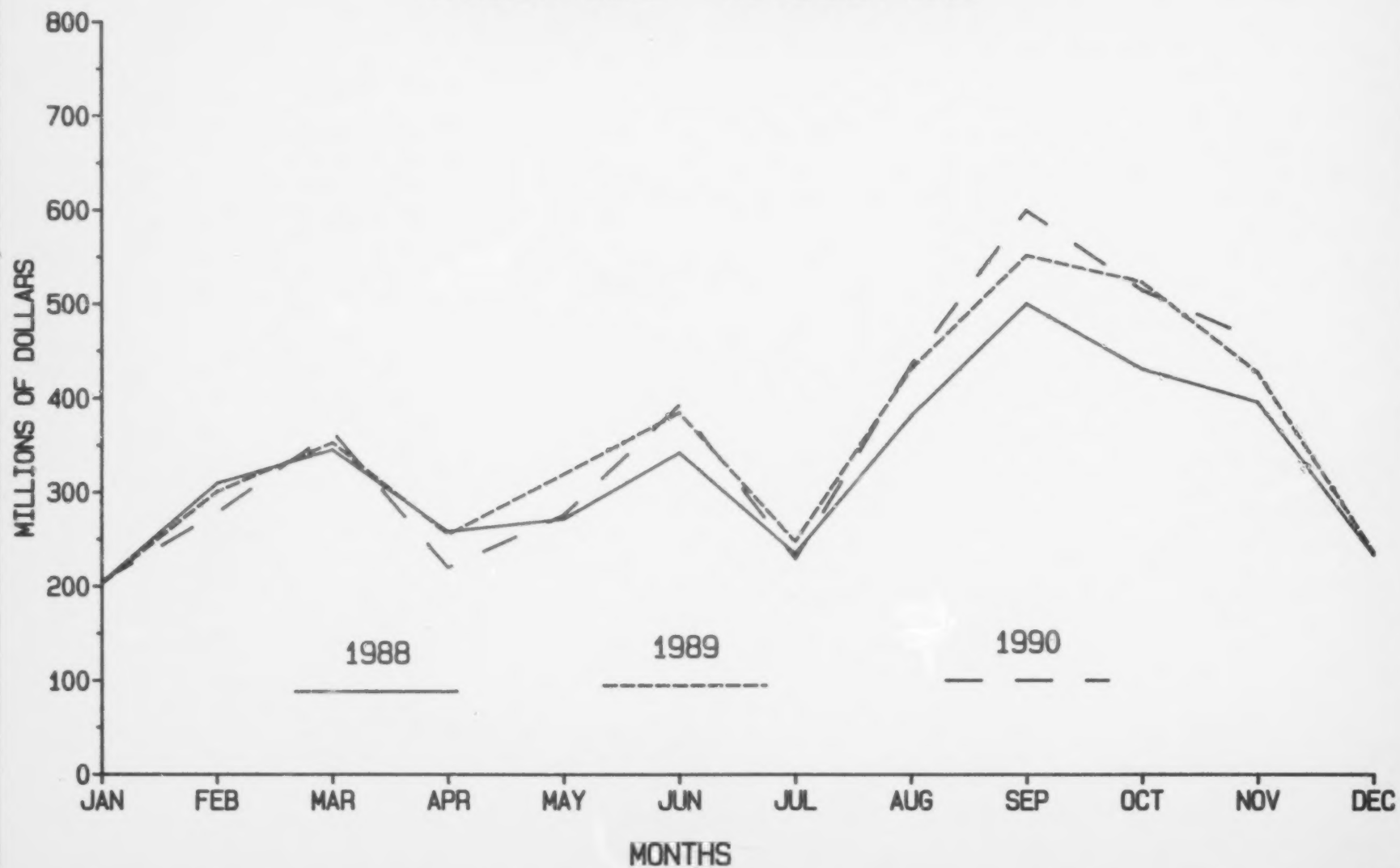
**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES

TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - NOVEMBER 1990



MINTROP

TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1988 - NOVEMBER 1990



37 MANUFACTURERS CONSISTENTLY REPORTING FOR
JANUARY THROUGH DECEMBER 1988/1989/1990

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO TOY DIVISION
HEDSTROM
KENNER

KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
MILTON BRADLEY
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS

PLAYSKOOL
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOEY
STEVEN
STROMBECKER CORP
TONKA
TYCO